

CDB conducted exporters seminar at Coimbatore and Kochi



Coconut Development Board held its 1st Exporters Meet for the year 2019-20 at Coimbatore on 24th July 2019. The meet was inaugurated by Shri Saradindu Das, Chief Coconut Development Officer, CDB. Speaking on the occasion, Shri. Das requested the participants to make this programme a meaningful event. He opined that the state of Tamil Nadu is the most potential state for promoting the export of coconut products and if exporters are interested, Board will arrange similar programmes in other major cities of Tamil Nadu. Thiru Mohanraj, Board Member spoke during the occasion.

The meet was designed to be interactive and to exchange information across participants. Six technical sessions were conducted and the participants could clarify their doubts and identify the next steps forward for furtherance of their international business.

The introductory session was handled by Dr. Gautam Dutta, Faculty, Indian Institute of Foreign Trade (IIFT), Kolkata. During the session he gave an overview of the export scenario, the HSN codes, etc. He also explained that the way of handling the business has changed and that the exporters have to look beyond the traditional products.

The post lunch session was handled by IIFT faculty Dr.Gautam Dutta. The session was on identification and selection of international markets. The session on “Foreign Trade Policy with special focus to Coconut industry” was handled by Shri Sraman ITS,

Joint Director General of Foreign Trade, Coimbatore and the session on Trade finance solutions” was handled by Dr.Gautam Dutta from IIFT, Kolkata

A session on “Export incentives” by Dr.Gautam Dutta from IIFT, Kolkata and another on Export/Market Promotion Schemes of CDB” by Smt. Deepthi Nair S., Deputy Director (Marketing), Coconut Dev. Board was also held.

Mrs.V.Usharani IAS, Chairperson, CDB participated in the interactive session and clarified the doubts raised by the participants and assured support for settling the outstanding issues. The interaction helped to instill confidence in exporters to do international business with more vigour and focus.

Important issues raised by the exporters in the meeting were: the non availability of quality packing material, the issue of unbridled duty free import of Desiccated Coconut from Srilanka under SAFTA agreement, the issue of zero export incentive to Virgin Coconut Oil, the heavy duty impact @4.8 per cent on clearance of Indian cargo at USA in the aftermath of new General System of Preference (GSP) policy of USA , the request to consider transportation subsidy to the exporters of fresh as well as tender coconut etc.

Smt.T.Balasudhahari, Director, CDB Regional Office, Chennai delivered welcome address and Smt. Deepthi Nair S, Deputy Director, CDB proposed vote of thanks. Shri. Sebastian K.S., Asst. Director, CDB and around 70 coconut product exporters took part in the programme.



Coconut Development Board conducted its 2nd Exporters Meet for the year 2019-20 at Kochi on 26th July 2019. The meet was inaugurated by Chairperson Mrs.V. Usha Rani IAS. Speaking on the occasion, Chairperson informed that CDB has made an all time high allocation of Rs.40 Crores under Technology Mission on Coconut(TMoC) to support coconut based entrepreneurs and urged the exporters to utilize the opportunity to produce world class products and expand their overseas business. She reminded that the previous year allocation under TMoC was only Rs.5 crores. She also informed the meeting that within a short span of four months, CDB has taken up major issues of exporters viz. lack of separate HS code for virgin coconut oil, inverted export incentive structure in the case of shell charcoal and Activated carbon, indiscriminate import of Desiccated Coconut from India under SAFTA agreement etc. with the Ministry of Commerce & Industry and Director General of Foreign Trade. She told that the Board has already taken note of the problems being faced by the shell charcoal manufacturers in view of the difficulty in obtaining no objection certificate from Pollution Control Boards concerned. She urged the exporters to establish direct backward linkage with the FPOs and try to avoid middlemen and offered Board's support in this regard. She suggested the exporters to utilize the training opportunities provided by organizations like CFTRI Mysuru, CPCRI, and Agricultural Universities for technological improvements and Indian Institute of Packaging for innovative packaging technologies.

Members of the Board, Shri. Mohanan Master and Shri. Muralidharan spoke during the occasion. Shri Saradindu Das, Chief Coconut Development Officer, CDB attended the meeting.

60 prospective exporters actively participated in the eight sessions conducted as part of the programme and the participants were encouraged to clarify their doubts and identify the next steps forward for furtherance of their international business.

The introductory session was by IIFT, handled by Dr. Gautam Dutta, Faculty, Indian Institute of Foreign Trade (IIFT), Kolkata. During the session he gave an overview of the export scenario, the HSN codes, etc. He also explained that the way of handling the business has changed and the exporters have to look beyond the traditional products.

The next session on "Foreign Trade Policy with special focus to Coconut industry was handled by Shri. Harilal ITS, Joint Director of Foreign Trade, Ernakulam. In his session he opined that the stumbling block for the exporters of value added coconut products is high price of raw materials prevailed in the domestic market. He was of the view that because of this, the sector is showing stunted growth. During discussion he favoured the suggestion of granting of advance authorization license to import dehusked coconut from other major coconut growing countries like Indonesia and Philippines

Shri.Anil Kumar, Appraiser, Office of the Customs Commissioner, Kochi handled the session on customs procedures and gave an overview of the customs procedure and interacted with the exporters. He informed that online filing of shipping bill will come into force soon, which will help the exports to file shipping bills within hours.

Shri.Prasad Chakravarthy, Asst. Agricultural Marketing Advisor, DMI, Govt. of India, took the session on DMI Schemes for Exporters.He spoke about the Agricultural Marketing Infrastructure (AMI) scheme specifically focusing on the needs of exporters. The scheme is aimed to develop Agricultural Marketing Infrastructure. The session on "Barriers (tariff and non-tariff) of trade in country specific situation" was handled by Dr.Gautam Dutta from IIFT, Kolkata. The session was on identification and selection of international markets. He explained that the core of every business is its buyers and the first and foremost step is to identify the right buyer for the products and elucidated the steps or identifying the markets and explained about the Revealed Comparative Advantage (RVA).

In the session on Trade finance solutions Dr.Gautam Dutta from IIFT, Kolkata briefly explained about various trade finance options available to

exporters. He explained about the terms of payment like Advance Payment, Letter of Credit etc. He also described about the export credit agencies (ECAs) which are public government-owned agencies and entities that provide government-backed loans, guarantees and insurance to corporate to do overseas business in developing countries and emerging markets.

Dr.Gautam Dutta from IIFT, Kolkata handled the session on Export incentives and spoke about the export incentive schemes available for coconut products. He apprehended about the export incentive scheme and explained about the Merchandise Exports from India Scheme (MEIS). In the session on “Export/Market Promotion Schemes of CDB” wherein Shri. Sebastian K.S, Assistant Director (Marketing), Coconut Development Board briefed about the new component schemes introduced by CDB during the financial year 2019-20 such as infrastructure

support for setting up of sales outlets, assistance for quality certification, assistance to exporters for participation in international exhibitions / trade fairs / buyer seller meets, brand building support , brand publicity through digital marketing, brand publicity through mass media, assistance for printing publicity materials, assistance for outdoor advertising, manufacture of quality coconut products through development of skilled labour etc. He further briefed on each component schemes, the eligibility criteria, procedure for applying the scheme and motivated the exporters to utilize the opportunity.

CDB Board Member, Shri. P.R.Muraleedharan appreciated the resource persons for the sessions and thanked the exporters who attended the meeting. Smt. .Deepthi Nair S. Deputy Director, CDB proposed vote of thanks. In the Interactive Session which followed the exporters raised various issues of the sector.
